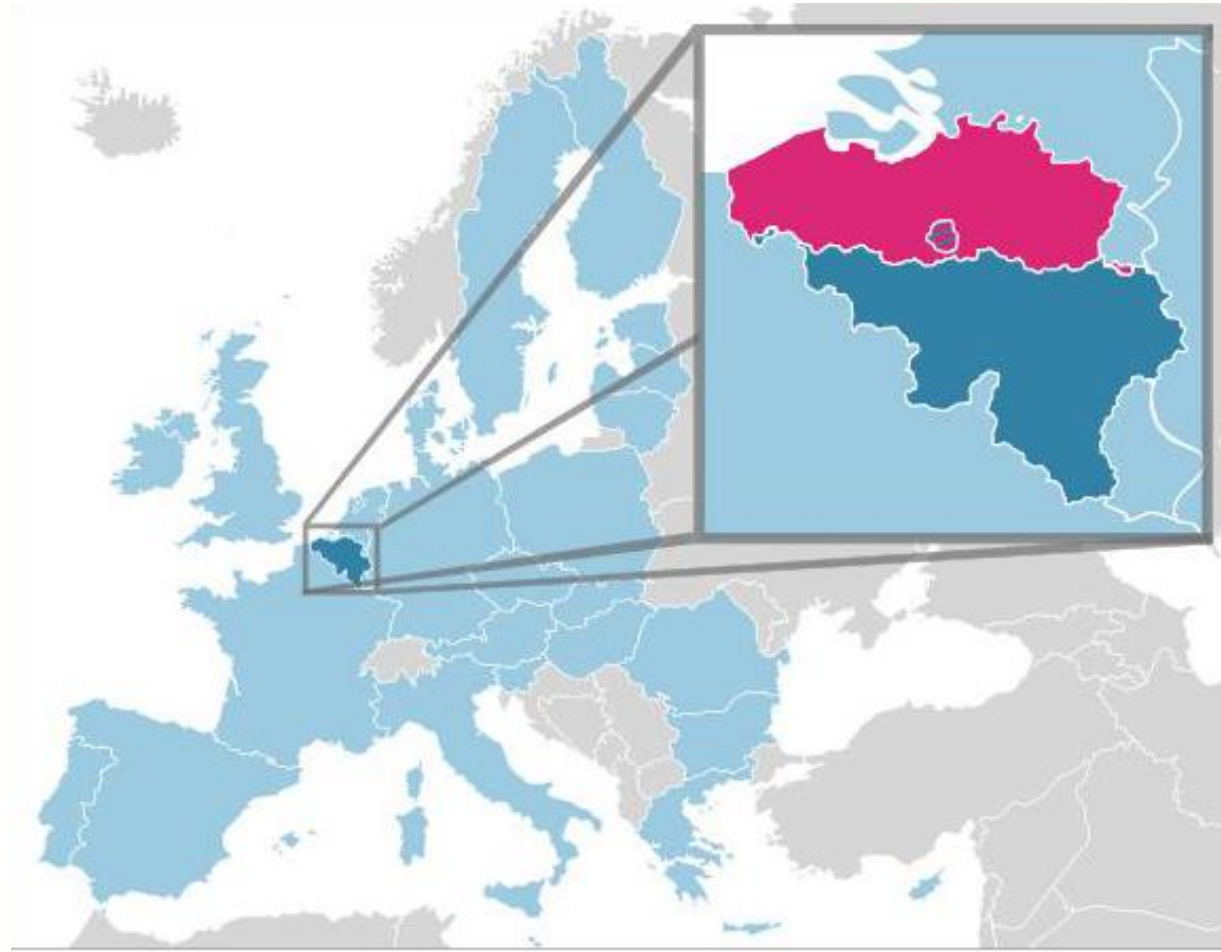


Accessible tourism in Flanders 2001-2021



- Arts & heritage
- Cycling
- Food & drinks
- ...



Creating a travel destination for all is..



VISITFLANDERS



... like cooking a stew.

First, you need ... a chef
A champion with authority
gives you “street credibility”.



... a cooking pot

Focus on a well-defined territory

Bundle your strength



Flanders Fields



Flanders
State of the Art



Great War
Centenary
2014-2018

Flanders Fields - Accessible to Everyone



... a recipe

Infrastructure + training + information

Consult with disability groups,
read studies, launch surveys...

Then, stick to the plan.



... local ingredients

Know what's on the market

Local assets make your identity

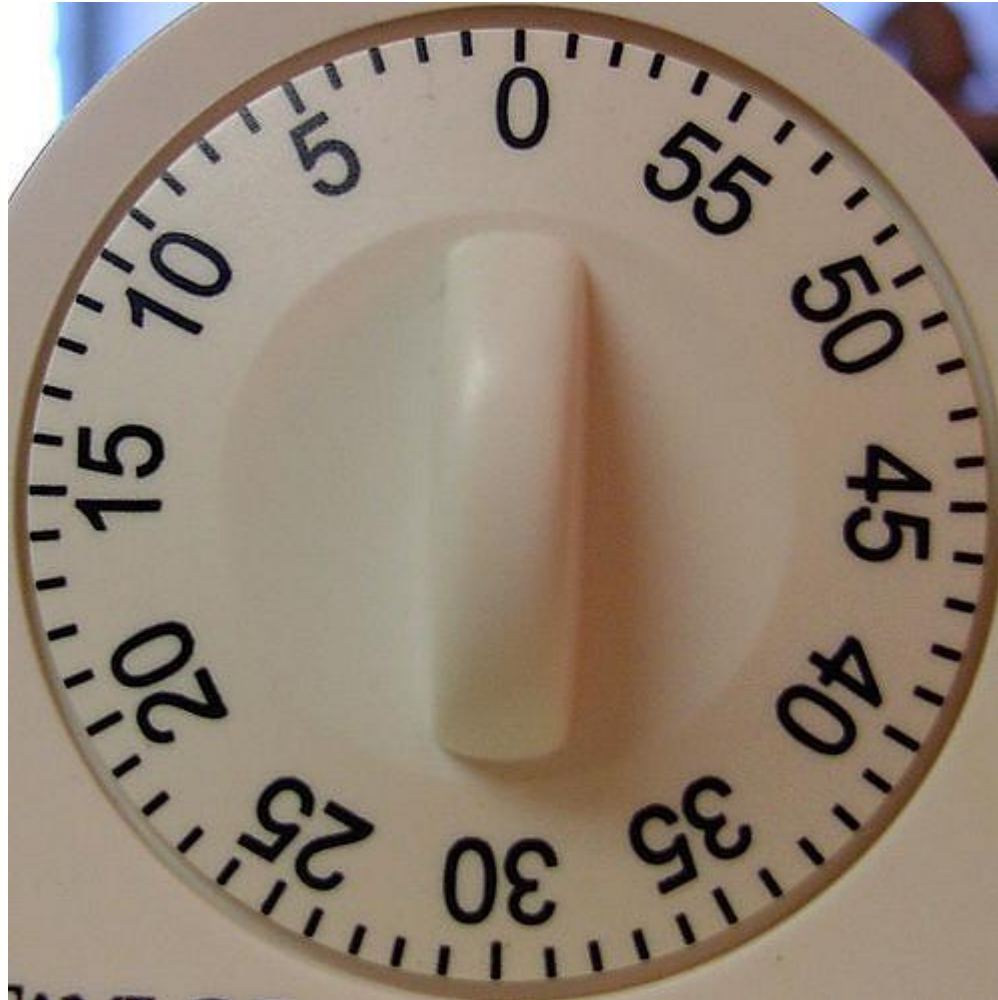


... tools and stuff

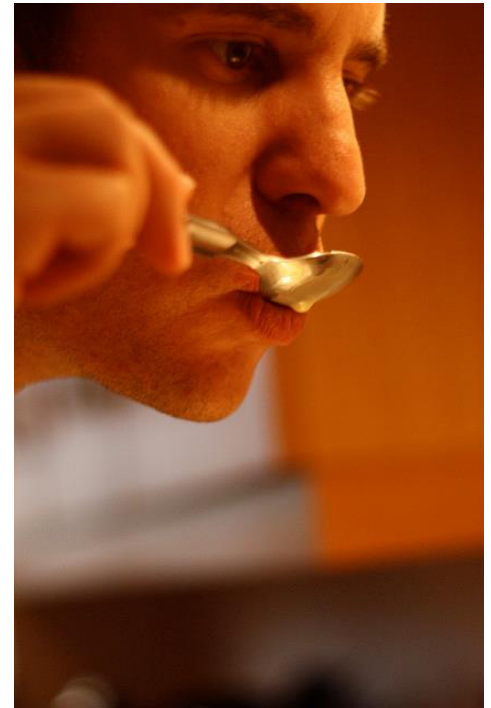
Expertise, promotion, money.
Proportion your actions.



Keep stirring ... and don't forget the final ingredient:

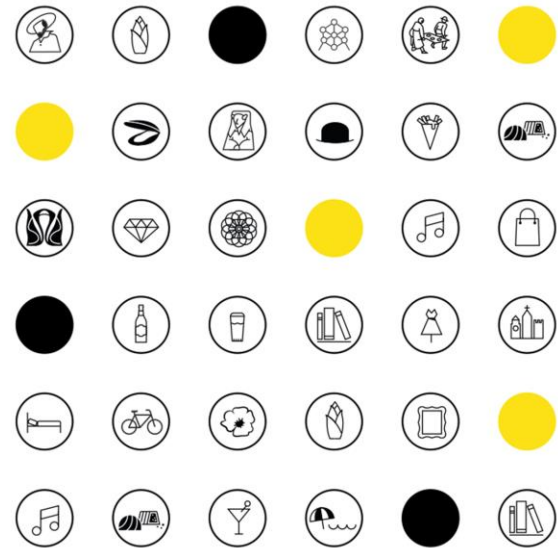


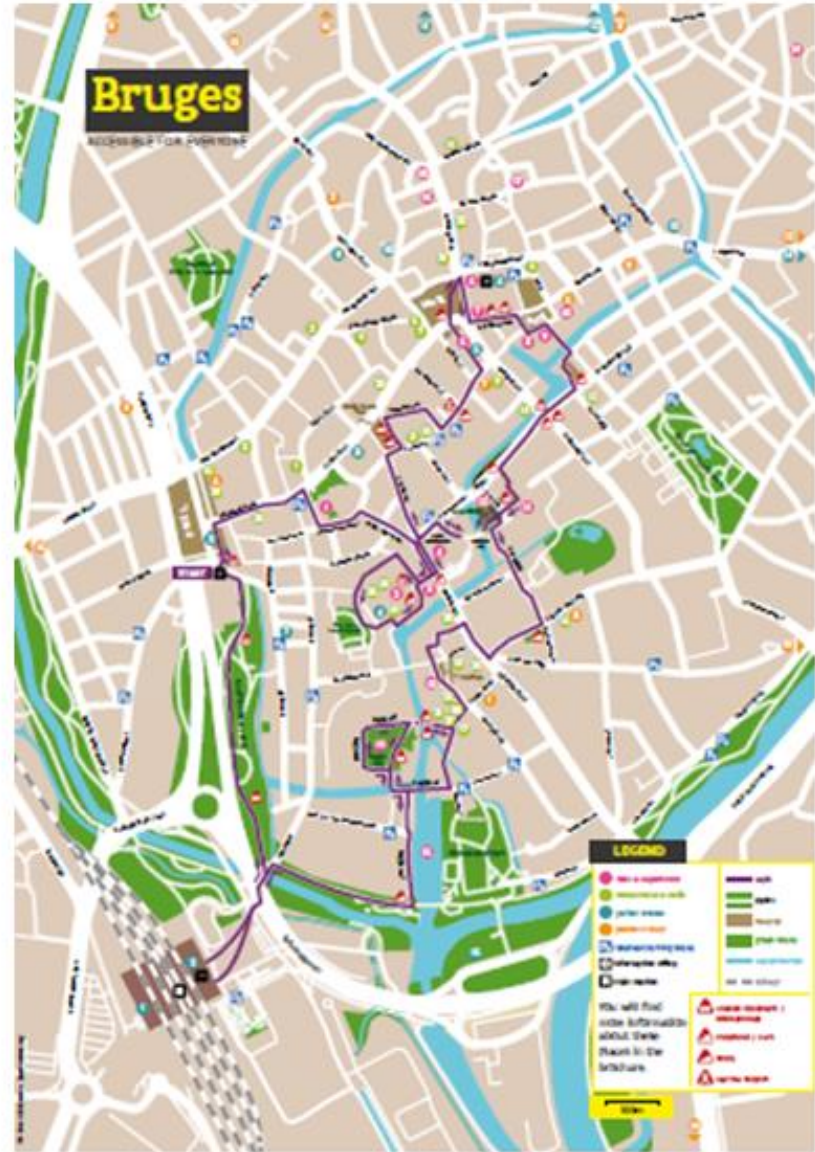
Sample, season,...

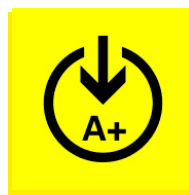


... serve,...

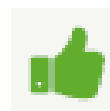
- ❖ visit and experience
- ❖ food and drinks
- ❖ accommodations
- ❖ transport
- ❖ parking
- ❖ public toilets
- ❖ wheelchair bikes and wheelchair rental
- ❖ medical devices and assistance







Facilities for visitors
with limited mobility



accessible



Facilities for visitors
with a learning disability



accessible with assistance



Facilities for people
with visual impairments



this is an access problem

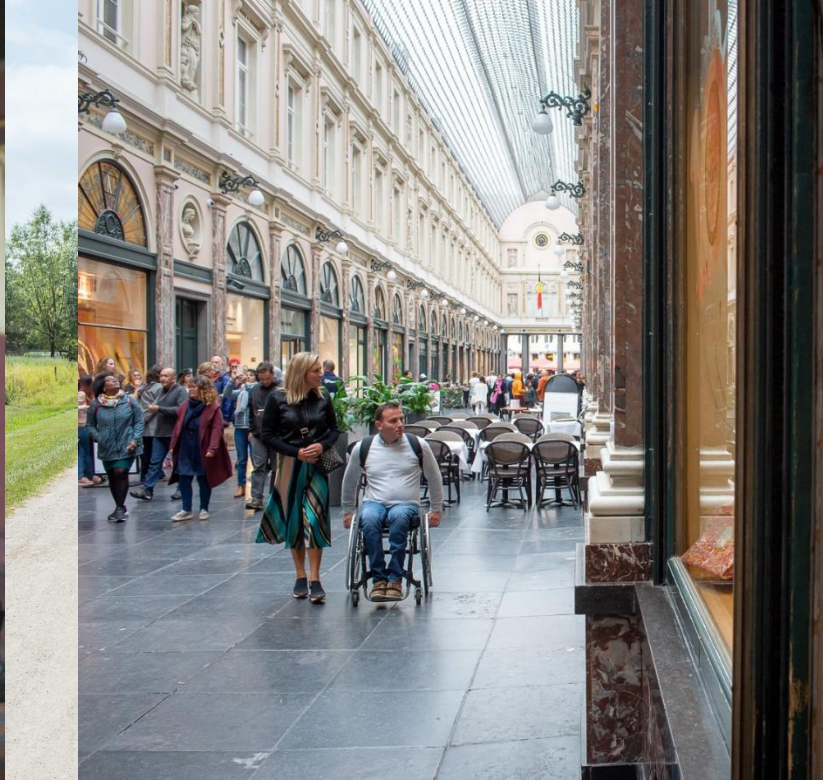


Facilities for deaf or hearing
impaired persons



not applicable

Enjoy!



Looking back: lessons learned



Quality

Experience(s)

Keep it fresh



Looking ahead: new recipes



MICE

special meeting venues,
M label



Nature and green
recreation, cycling,
hiking, water tourism



Quantity - > quality

Q&A

Pieter Ghijssels
Visit Flanders
+32 2 504 03 40
accessible@visitflanders.com
www.visitflanders.com/accessibility



Flanders
State of
the Art

VISITFLANDERS.COM